Conceptual Wayfinding Signs

A. Gateway / Directional Signs

Ludlow would like to install two signs at the gateway to entering the Village. The purpose is to delineate arrival to the village and provide directions to key community destinations. The preferred concept was to look similar to the signs in Burlington. Figures A1 and A3 depicting the conceptual appearance of the desired signs. The reverse of each sign, not depicted, could feature the message “Thanks for Visiting Ludlow”. Figures A2 and A4 show the approximate location of each proposed sign. The map in Appendix B also shows the approximate sign locations.

1. VT 103 Northbound Location: Veteran’s Memorial Park –

The proposed sign incorporates the municipal logo and provides directional guidance for travelers heading into the Village from Cavendish. It directs travelers to the downtown, municipal parking lot, ski area, and Black River Academy Museum.

An option to consider is for the opposite side of the sign to say “thank you for visiting Ludlow” or provide directional guidance to other destinations, such as Fletcher Fields.

Figure A2: Approximate sign location.

Figure A1: Gateway sign concept for Veteran’s Memorial Park.

This project was paid for with a Municipal Planning Grant from the Vermont Department of Housing and Community Development.
2. **VT 103/100 Southbound Location: Near Okemo Valley Chamber Offices** – The proposed sign is the same except that it provides guidance from travelers heading into the Village from Mount Holly and Plymouth. It directs travelers to the downtown, municipal parking lot, ski area, and Black River Academy Museum.

The existing Park-and-Ride signs are not noticeable. This concept envisions replacing those existing signs with this new gateway sign, with guidance to the municipal park-and-ride lot located next to the Fire Station.

An option to consider is for the opposite side of the sign to say “thank you for visiting Ludlow” or provide directional guidance to other destinations, such as Jackson Gore or the Lakes District.

![Figure A3: Gateway sign concept for near the Okemo Valley Chamber offices.](image)

![Figure A4: Approximate sign location.](image)
B. Vehicle Directional Signs

In order to provide directional guidance for visitors, Ludlow intends to install signs to help motorists find key destinations. It could employ different colors to different types of destinations, such as blue and white for parking, green and white for municipal buildings, brown and white for museums or recreational areas, and black and white for the downtown.

The Village would like to replace the existing vinyl sign that is attached to the utility pole at the intersection of Main Street and Depot Street. The purpose of the existing sign is to guide travelers down Depot Street where they can find additional businesses and governmental services. The concept is to replace the sign to be more noticeable. See Figure B1. Note that this sign is directing westbound travelers to the municipal parking lot, which leaves a blank side on the sign heading in the opposite direction.

Another option is to replace the existing vinyl sign with a post-mounted sign in the Kesman Memorial Park.

Figure B1: This image depicts the replacement vinyl sign.

Figure B2: The approximate sign locations: red indicates replacing in-kind and orange a new conceptual location.
The guidance sign at the corner of Pleasant Street and Depot Street should also be replaced to be consistent with the other conceptual new signs. It might look like the image in Figure B4.

Figure B4: New sign for Pleasant/Depot corner.

Figure B5: Sign location.
C. Municipal Parking Signs

Municipal parking is available in the rear portion of the parking lot that is located between the Brewfest Beverage and the vacant building at 207 Main Street. There are two existing signs directing travelers to the parking lot, but they are not noticeable due to a clutter of other existing signs and decorative posts. The westbound sign is located a little too early, almost suggesting turning before passing the Brewfest store.

The concept is to replace and relocate the existing signs to make the signs more visible. Due to the clutter of existing signs and a lack of green strip space in this location, finding a suitable new location is challenging. One option is to extend the existing landscaped island about 15-20 feet (in front of the Brewfest store) allowing for a new sign post to be installed with directions to the parking lot on both sides.

Figure C1: Municipal parking lot sign to guide eastbound motorists on Main Street.

Figure C2: Municipal parking lot sign for westbound motorists on Main Street.

Figure C3: Concept for extending the green strip in front of Brewfest Beverage to make room for a better sign location.
Appendix A – General Requirements for Signs

- All traffic control signs, signals, and markings within state and town rights-of-way should meet the standards contained in the *Manual on Uniform Traffic Control Devices for Streets and Highways* (U.S. Dept. of Transportation, Federal Highway Administration) as most recently amended.

- Signs are also subject to the State Billboard Law. See the specifically allowed types of signs in the Exempt Signs [10 V.S.A. §494].

- **Official Business Directional Sign (OBDS)** are subject to fees and approval by VTrans.

- Vertical clearance: The minimum height, measured vertically from the bottom of the sign to the sidewalk, of signs installed above sidewalks shall be 7 feet.

- Location: Signs requiring separate decisions by the road user shall be spaced sufficiently far apart for the appropriate decisions to be made. One of the factors considered when determining the appropriate spacing shall be the posted or 85th-percentile speed.

- **Community Wayfinding Signs**: See Figure 2D-18 and Section 2D.50 in the MUTCD.

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*Figure 2D-18: Examples of Community Wayfinding Guide Signs*

- **A - Community Wayfinding Guide Signs with Enhancement Markers**
  - Great Falls Historic District
  - Overlook Park Visitor Center
  - Rogers Locomotive
  - City Hall

- **B - Destination Guide Signs for Color-Coded Community Wayfinding System**
  - Renwick Districts: Collegetown, South Hill, Lakefront
  - South Hill, Lakefront

*Figure 2D-18: Excerpt from MUTCD*
23 V.S.A. §1025. Standards
(a) The U.S. Department of Transportation Federal Highway Administration's Manual on Uniform Traffic Control Devices (MUTCD) for streets and highways as amended shall be the standards for all traffic control signs, signals, and markings within the State. The latest revision of the MUTCD shall be adopted upon its effective date except in the case of projects beyond a preliminary state of design that are anticipated to be constructed within two years of the otherwise applicable effective date; such projects may be constructed according to the MUTCD standards applicable at the design stage. Existing signs, signals, and markings shall be valid until such time as they are replaced or reconstructed. When new traffic control devices are erected or placed or existing traffic control devices are replaced or repaired the equipment, design, method of installation, placement, or repair shall conform with the MUTCD.

(b) The standards of the MUTCD shall apply for both State and local authorities as to traffic control devices under their respective jurisdiction.

(c) Traffic and control signals at intersections with exclusive pedestrian walk cycles shall be of sufficient duration to allow a pedestrian to leave the curb and travel across the roadway before opposing vehicles receive a green light. Determination of the length of the signal shall take into account the circumstances of persons with ambulatory disabilities.


10 V.S.A. §494. Exempt signs
The following signs are exempt from the requirements of this chapter except as indicated in section 495 of this title:

(4) Signs erected and maintained by or with the approval of a town outside the highway right-of-way, each of which does not exceed 64 square feet in area, excluding panel and frame, which may show the place and time of services or meetings of churches and civic organizations in the town, and which may include a panel which identifies the name of the town, the charter date, the date the town was founded, or any other significant date in the history of the town, and which the town wishes to identify. The panel may bear the wording "welcome to" the particular town. Not more than two such signs may be erected and maintained readable by traffic proceeding in any one direction on any one highway. The signs shall meet the criteria of the Agency of Transportation and the Travel Information Council. A sign that otherwise meets the requirements of this subdivision may refer to a census-designated place within a town rather than the town itself. As used in this subdivision, "census-designated place" means a statistical entity consisting of a settled concentration of population that is identifiable by name, is not legally incorporated under the laws of the State, and is delineated as such a place by the U.S. Census Bureau according to its guidelines.

(6)(A) Official traffic control signs, including signs on limited access highways, consistent with the Manual on Uniform Traffic Control Devices (MUTCD) adopted under 23 V.S.A. § 1025, directing people to:

   (i) other towns;
(ii) international airports;
(iii) postsecondary educational institutions;
(iv) cultural and recreational destination areas;
(v) nonprofit diploma-granting educational institutions for people with disabilities; and
(vi) official State visitor information centers.

(B) After having considered the six priority categories in subdivision (A) of this subdivision (6), the Travel Information Council may approve installation of a sign for any of the following provided the location is open a minimum of 120 days each year and is located within 15 miles of an interstate highway exit:

(i) nonprofit museums;
(ii) cultural and recreational attractions owned by the State or federal government;
(iii) officially designated scenic byways;
(iv) park and ride or multimodal centers; and
(v) fairgrounds or exposition sites.

(D) Signs erected under this subdivision (6) shall not exceed a maximum allowable size of 80 square feet.

(8) Small signs displayed for the direction, instruction, or convenience of the public, including signs which identify rest rooms, freight entrances, posted areas or the like, with a total surface area not exceeding four square feet.

(14) Up to two directional signs with a surface area not to exceed one square foot per sign, erected by a town on any existing highway signpost on highways over which the town has jurisdiction, except class 1 town highways. The colors of the directional signs shall be in contrast to the colors used on highway signs. Directional signs on the same highway signpost shall be for different purposes. The erection of signs shall be under guidelines adopted by the town. Towns may charge a reasonable fee for the installation of approved signs.

(15) Municipal informational and guidance signs. A municipality may provide alternative signs of a guidance or informational nature and creative design to assist persons in reaching destinations that are transportation centers, geographic districts, historic monuments, and significant or unique educational, recreational, or cultural landmarks, including farmers’ markets that are members of the Vermont Farmers’ Market Association selling Vermont agricultural products, provided that such destinations are not private, for-profit enterprises. A proposal to provide alternative signs shall contain color, shape, and sign placement requirements that shall be of a uniform nature within the municipality. The surface area of alternative signs shall not exceed 12 square feet, and the height of such signs shall not exceed 12 feet in height. The proposal shall be approved by the municipal planning commission for submission to and adoption by the local legislative body. Alternative signs shall be responsive to the particular needs of the municipality and to the values expressed in this chapter. These proposals shall be subject to and consistent with any plan duly adopted pursuant to 24 V.S.A. chapter 117, shall be enforced under the
provisions of 24 V.S.A. §§ 4444 and 4445 and may emphasize each municipality’s special characteristics. No fees shall be assessed against a municipality that provides signs under this section and, upon issuance of permits under 19 V.S.A. § 1111, such signs may be placed in any public right-of-way other than interstates. This section shall take effect upon the Travel Information Council securing permission for alternative municipal signs in accordance with 23 V.S.A. § 1029.

(17) Within a downtown district designated under the provisions of 24 V.S.A. chapter 76A, municipal information and guidance signs. A municipality may erect alternative signs to provide guidance or information to assist persons in reaching destinations that are transportation centers, geographic districts, and significant or unique educational, recreational, historic, or cultural landmarks, including farmers’ markets that are members of the Vermont Farmers’ Market Association selling Vermont agricultural products. A proposal to provide alternative signs shall contain color, shape, and sign placement requirements that shall be uniform within the municipality. The surface area of alternative signs shall not exceed 12 square feet, and the highest point of such signs shall not exceed 12 feet above the ground, road surface, or sidewalk. The proposal shall be approved by the municipal planning commission for submission to and adoption by the local legislative body. The sign proposal then shall be submitted to the Travel Information Council for final approval. Denial may be based only on safety considerations. Reasons for denial shall be stated in writing. Alternative signs shall be responsive to the particular needs of the municipality and to the values expressed in this chapter. These proposals shall be subject to and consistent with any municipal plan duly adopted pursuant to 24 V.S.A. chapter 117, shall be enforced under the provisions of 24 V.S.A. §§ 4444 and 4445, and may emphasize each municipality's special characteristics. No fees shall be assessed against a municipality that provides signs under this section and upon issuance of permits under 19 V.S.A. § 1111, such signs may be placed in any public right-of-way other than an interstate highway. Notwithstanding subdivision 495(a)(7) or any other provision of this title or of 23 V.S.A. § 1029, alternative signs permitted under this subsection shall not be required to comply with any nationally recognized standard.

Appendix B – Conceptual Wayfinding Signs Map
Conceptual Wayfinding Signs

Ludlow Village Parking and Sign Inventory
Parking Sign Inventory
- Guide - Proposed

Other Signs Inventory
- proposed
Ludlow Village Parking and Sign Inventory

Parking Sign Inventory

Guide
No
Ordinance
Yes

Other Signs Inventory

guide
pedestrian and bicycle
regulatory
services and recreation

Proposed Project Area

Contents

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Main St/Andover St Intersection

Guide Signs

Sign #1

Location: Across from the Shaws; immediately before bridge over Jewell Brook when traveling east on Main Street (faces west)
Sign #2

Location: Next to vacant building and Jewell Brook Bridge; Facing south toward Andover St.

Text: Okemo Mountain Ski Area ←
      Mount Holly ←
      Plymouth ←
      Chester →

Sign #15

Location: Next to vacant building and Jewell Brook Bridge; Facing east along Main St.

Text: Okemo Mtn Ski Area ↑
      Mount Holly ↑
      Plymouth ↑
      Weston ←
      Londonderry ←
Parking Signs

Sign #21

**Location:** Entrance to municipal lot; Behind Brewfest Beverage; Faces South toward Brewfest Beverage lot and Main Street

**Description:** Delineates municipal lot and informs of overnight parking restriction within lot; Informs of dangers of leaving pets in parked vehicles
Sign #24

**Location:** Across from Heritage Family Credit Union; At entrance to private business lot for Brewfest Beverage; Faces west along Main Street

**Description:** Marks route through business lot to municipal lot delineated by Sign #21

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Sign #25

**Location:** At boundary of Mobile Station parking lot and Brewfest Beverage; Faces east along Main Street

**Description:** Marks route through business lot to municipal lot delineated by Sign #21
Main St/Depot St Intersection

Services and Recreation

Sign #6

**Location:** On telephone pole at southeast corner of Main St./Depot St. intersection; Faces east and west along Main Street

**Text:** Parking  Shopping  Dining  Town Hall

**Description:** Marks direction of businesses and services along South Depot Street
Parking Signs

Sign #16

Location: On northwest corner of Town Hall building; Faces north and south along South Depot Street

Description: Marks entrance to public lot behind Town Hall containing one handicap space
Pleasant St/Depot St Intersection

Services and Recreation

Sign #22

**Location:** South of Pleasant St./Depot St. intersection;
East side of South Depot Street
facing east and west along
Pleasant Street

**Text:** Business District

**Description:** Directs travelers along Pleasant Street toward the businesses along Depot and Main Streets.
Additional Signs

Sign #34

![Sign #34 Image]

**Location:** Opposite Main St./High St intersection; In front of Library; South side of Main Street facing east and west along Main Street;

**Text:** Fletcher Memorial Library; Established 1901

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Sign #35

![Sign #35 Image]

**Location:** In front of Black River Academy Historical Museum; South side of High Street facing east and west along High Street

**Text:** Black River Academy Historical Museum

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Sign #36

![Sign #36 Image]

**Location:** At Cavendish/Ludlow Town Line; North side of VT-103 facing east and west

**Text:** East facing: Welcome to Ludlow, Chartered 1761; West facing: Come Back Soon!
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| 31 | pedestrian and bicycle | Crosswalk |
| 32 | pedestrian and bicycle | Crosswalk |
| 33 | parking | 2 hour parking 8:30 AM to 5:30 PM |
| 34 | services and rec | Fletcher Memorial Library; Established 1901 |
| 35 | services and rec | Black River Academy Historical Museum |
| 36 | guide | Welcome to Ludlow, Chartered 1761; Come Back Soon |